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ORDER

Print Date 08/23/12

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Flight Dates 09/04/12-09/10/12

Contract / Revision 308844 /

Original Date / Revision
08/23/12 08/23/12

Advertiser Priorities USA Action

Agency Mundy Katowitz Media Inc

Buying Contact

1322 G Street SE
Washington, DC 20003-3021

Product

Issue. PUSA TV 9.4-9.10.12

Agency Com 15%

Billing Contact

1322 G Street SE
Washington, DC 20003-3021

Sales Office EWSDC

Sales Region NAT

Agency Ref 2

Order Sep 00:20:00

Estimate # 1559

Alt Order #

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A35+

Rev Codes POL POL ISS

Product Codes PL

Priority P-1

Advertiser Ref

Primary Account Executive
Daniel Baylog

Account Executive	Order%	Start Date	End Date
Daniel Baylog	100%		

Order Share % Market Value

Competing Station	% of Order	Amount
CABLE	%	
UNKWN	100%	
WBQC	%	
WCET	%	
WCVN	%	
WKON	%	
WKRC	%	
WLWT	%	
WPTO	%	
WSTR	%	
WXIX	%	

Order Totals

Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
September 2012	20	\$11,007.50	\$12,950.00	0.00	08/27/12	09/10/12	20	\$11,007.50	\$12,950.00
Totals	20	\$11,007.50	\$12,950.00	0.00					

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals Spots Amount	
N 1	WCPO	09/04/12	09/10/12	M-F 430am News M-F 430am News	CM	430-5a	MTWTF--	:30	1	\$125.00	P-3	0.00	NM	1	\$125.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 09/03/12	09/09/12	-T-----		1			\$125.00			0.00			
		Week: 09/10/12	09/16/12	-----		0			\$0.00			0.00			
N 2	WCPO	09/04/12	09/10/12	M-F GMTS 5-6a M-F GMTS 5-6a	CM	5-6a	MTWTF--	:30	1	\$200.00	P-3	0.00	NM	1	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 09/03/12	09/09/12	--W----		1			\$200.00			0.00			
		Week: 09/10/12	09/16/12	-----		0			\$0.00			0.00			
N 3	WCPO	09/04/12	09/10/12	M-F GMTS 6-7a	CM	6-7a	MTWTF--	:30	1	\$400.00	P-3	0.00	NM	1	\$400.00



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Contract / Revision 308844 Flight Dates 09/04/12-09/10/12

Hiatus Dates

Original Date / Revision 08/23/12/ 08/23/12

Order Sep 00:20:00

Advertiser Priorities USA Action Product Issue. PUSA TV 9.4-9.10.12 Estimate # 1559

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
				M-F GMTS 6-7a											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/03/12	09/09/12	---T---					1	\$400.00		0.00			
		Week: 09/10/12	09/16/12	-----					0	\$0.00		0.00			
N 4	WCPO	09/04/12	09/10/12	M-F GMA 7-9am	CM	7-9a	MTWTF--	:30	1	\$800.00	P-2	0.00	NM	1	\$800.00
				M-F GMA 7-9am											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/03/12	09/09/12	----F--					1	\$800.00		0.00			
		Week: 09/10/12	09/16/12	-----					0	\$0.00		0.00			
N 5	WCPO	09/10/12	09/10/12	M-F 9-10a	CM	M-F 9-10a	M-----	:30	1	\$400.00	P-2	0.00	NM	1	\$400.00
				Live with Regis and Kelly											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/10/12	09/16/12	M-----					1	\$400.00		0.00			
N 6	WCPO	09/04/12	09/04/12	M-F 10-11a Right This Morn	CM	10-11a	-T-----	:30	1	\$300.00	P-2	0.00	NM	1	\$300.00
				M-F 10-11a											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/03/12	09/09/12	-T-----					1	\$300.00		0.00			
N 7	WCPO	09/04/12	09/10/12	M-F 11a-12p	CM	11a-12p	MTWTF--	:30	1	\$500.00	P-3	0.00	NM	1	\$500.00
				M-F 11a-12p											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/03/12	09/09/12	--W----					1	\$500.00		0.00			
		Week: 09/10/12	09/16/12	-----					0	\$0.00		0.00			
N 8	WCPO	09/04/12	09/10/12	M-F 12-1p News	CM	12-1p	MTWTF--	:30	1	\$500.00	P-3	0.00	NM	1	\$500.00
				M-F 12-1p News											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/03/12	09/09/12	---T---					1	\$500.00		0.00			
		Week: 09/10/12	09/16/12	-----					0	\$0.00		0.00			
N 9	WCPO	09/04/12	09/10/12	M-F 1-2p	CM	1258-2p	MTWTF--	:30	1	\$600.00	P-3	0.00	NM	1	\$600.00
				M-F 1-2p											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/03/12	09/09/12	----F--					1	\$600.00		0.00			
		Week: 09/10/12	09/16/12	-----					0	\$0.00		0.00			
N 10	WCPO	09/04/12	09/10/12	M-F 3-4p	CM	3-4p	MTWTF--	:30	1	\$550.00	P-3	0.00	NM	1	\$550.00
				M-F 3-4p											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/03/12	09/09/12	--W----					1	\$550.00		0.00			
		Week: 09/10/12	09/16/12	-----					0	\$0.00		0.00			
N 11	WCPO	09/10/12	09/10/12	M-F 3-4p	CM	3-4p	M-----	:30	1	\$650.00	P-2	0.00	NM	1	\$650.00
				M-F 3-4p											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/10/12	09/16/12	M-----					1	\$650.00		0.00			
N 12	WCPO	09/04/12	09/10/12	M-F 4-5p Ellen	CM	358-5p	MTWTF--	:30	1	\$775.00	P-8	0.00	NM	1	\$775.00
				M-F 4-5p Ellen											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/03/12	09/09/12	-T-----					1	\$775.00		0.00			
		Week: 09/10/12	09/16/12	-----					0	\$0.00		0.00			
N 13	WCPO	09/04/12	09/10/12	M-F 5-530p News	CM	5-530p	MTWTF--	:30	1	\$800.00	P-8	0.00	NM	1	\$800.00
				M-F 5-530p News											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/03/12	09/09/12	--W----					1	\$800.00		0.00			
		Week: 09/10/12	09/16/12	-----					0	\$0.00		0.00			
N 14	WCPO	09/04/12	09/10/12		CM	528-6p	MTWTF--	:30	1	\$1,000.00	P-3	0.00	NM	1	\$1,000.00



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Hiatus Dates

Original Date / Revision 08/23/12/ 08/23/12

Order Sep 00:20:00

Advertiser **Priorities USA Action** Product **Issue. PUSA TV 9.4-9.10.12** Estimate # **1559**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
				M-F 530-6p News											
				M-F 530-6p News											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/03/12	09/09/12	---T---		1				\$1,000.00		0.00			
		Week: 09/10/12	09/16/12	-----		0				\$0.00		0.00			
N 15	WCPO	09/04/12	09/10/12	M-F 6-630p News	CM	558-630p	MTWTF--	:30	1	\$1,500.00	P-2	0.00	NM	1	\$1,500.00
				M-F 6-630p News											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/03/12	09/09/12	----F--		1				\$1,500.00		0.00			
		Week: 09/10/12	09/16/12	-----		0				\$0.00		0.00			
N 16	WCPO	09/09/12	09/09/12	SU 6-7p News	CM	558-7p	-----S	:30	1	\$800.00	P-3	0.00	NM	1	\$800.00
				SU 6-7p News		(5:58 PM-6:30 PM)									
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/03/12	09/09/12	-----S		1				\$800.00		0.00			
N 17	WCPO	09/04/12	09/10/12	M-F 7-730p	CM	M-F 7-730p	MTWTF--	:30	1	\$1,600.00	P-1	0.00	NM	1	\$1,600.00
				Wheel of Fortune											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/03/12	09/09/12	-T-----		1				\$1,600.00		0.00			
		Week: 09/10/12	09/16/12	-----		0				\$0.00		0.00			
N 18	WCPO	09/10/12	09/10/12	M-F 1135p-1202a Nightlir	CM	1135p-1202a	M-----	:30	1	\$500.00	P-3	0.00	NM	1	\$500.00
				M-F 1135p-1202a Nightlir											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/10/12	09/16/12	M-----		1				\$500.00		0.00			
N 19	WCPO	09/08/12	09/08/12	SA GMTS 8-9a	CM	8-9a	-----S-	:30	1	\$500.00	P-2	0.00	NM	1	\$500.00
				SA GMTS 8-9a											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/03/12	09/09/12	-----S-		1				\$500.00		0.00			
N 20	WCPO	09/09/12	09/09/12	SU GMTS 8-9a	CM	8-9a	-----S	:30	1	\$450.00	P-2	0.00	NM	1	\$450.00
				SU GMTS 8-9a											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/03/12	09/09/12	-----S		1				\$450.00		0.00			
													Totals	20	\$12,950.00